

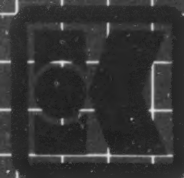
Fall TV begins to take shape □ Jankowski tells
how CBS did it □ CNN gets ready to roll

Broadcasting May 5

The newsworthy of broadcasting and allied arts

Our 49th Year 1980

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**SAMPLE

The Week in Brief

TOP OF THE WEEK

ABC, CBS IN THE FALL □ The prime-time schedules of those two networks are out of the chute. ABC-TV is counting on more comedy and is beefing up its earlier slots. CBS-TV will keep three nights intact and most additions will be in drama area. **PAGE 31.**

STOP AND GO AT FTC □ The agency gets funding to continue after a one-day shutdown. The children's advertising inquiry may still go on but under stricter criteria. **PAGE 35.**

CLEARANCE IN CHARLOTTE □ Ted Turner's sale of WRET-TV there helped by FCC decision to remove EEO reporting condition. **PAGE 36.**

ANOTHER NEWS GROUP □ WPIX(TV) New York will launch a nightly half-hour feed via Westar to independents. **PAGE 37.**

SATELLITE SWARM □ The FCC is deluged by bids including a \$230-million proposal of AT&T. **PAGE 38.**

AT LARGE

CBS'S COMEBACK □ On the eve of a triumphant meeting with affiliates in Los Angeles, Gene Jankowski discusses the men and methods that restored the prime-time championship to his network. **PAGE 40.**

PROGRAMMING

LEE RICH AND LORIMAR □ The success of *Dallas*, *The Waltons* and other network series has put them at the top of the Hollywood TV mountain. Now there's a further expansion into syndication and the movies. **PAGE 48.**

POST-SEASON WIN □ ABC-TV moves back into the prime-time winner's circle in the week ended April 27. **PAGE 52.**

BUSINESS

THE CAPACITIES OF CAPCITIES □ President Burke reassures New York securities analysts that the company will outperform the market, even if the recession deepens. Chairman Murphy explains Capacities guidelines for cable. **PAGE 56.**

MEDIA

THE PAY WAY □ NAB researchers conclude that subscription television will flourish most abundantly on cable. But it also expects a decade of vigorous competition among cable systems, MDS and over-the-air STV. **PAGE 62.**

DIVIDING THE PIE □ The Copyright Royalty Tribunal finishes its hearings on the distribution of \$12 million in royalties from cable. It faces a September deadline when, by law, it must resolve the proceedings. **PAGE 63.**

LAW & REGULATION

BLESSINGS ON SHAKY ENGAGEMENT □ The FCC approves the merger of Cox into GE, even though Cox says the price isn't right and wants out. **PAGE 67.**

PRICE ISN'T NECESSARILY RIGHT □ An appeals court upholds the FCC's contention that, regardless of the price set in contracts between a common carrier and two networks, the tariff filed with the commission is the basis for charges. **PAGE 69.**

JOURNALISM

COUNTDOWN FOR CNN □ Ted Turner's Cable News Network starts its four-week dress rehearsal today with the official start June 1. At headquarters in Atlanta and in bureaus across the country, executives discuss programming, procedures and hardware. **PAGE 72.**

RAPS FROM BERNSTEIN □ The head of ABC's Washington news bureau says reporters need to do more leg work and not rest on their laurels. **PAGE 78.**

TECHNOLOGY

UHF COMPARABILITY □ The enormous cost of power for U transmitters and the proper use of indoor antennas are analyzed in NAB, APB and EIA comments on the FCC's latest report. **PAGE 80.**

PROFILE

THE RESILIENT BERT PARKS □ Dropped in Atlantic City, the durable radio-TV veteran was quickly picked up practically every place else. It also prompted the Broadcast Pioneers to recognize his 48 years of service to broadcasting. **PAGE 105.**

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
ABC.....	year 12/29/79	\$2,053,570,000	+ 15.1	\$159,310,000	+ 17.5	5.67	\$1,783,985,000	\$135,575,000	4.89
Associated Communications.....		4,271,416	—	36,573	—	.02	—	—	—
Cablecom-General.....	3 mo 2/29	9,631,429	+ 19.6	1,027,061	- 17.8	.39	8,050,367	1,191,380	.42
CBS.....	3 mo 3/31	967,400,000	+ 16.7	13,000,000	- 27	.47	828,700,000	17,800,000	.64
Fuqua Industries.....	year 12/31/79	2,056,824,000	+ 25.1	66,602,000	+122.8	5.11	1,643,364,000	29,888,000	2.25
General Instrument.....	year 2/29	718,103,819	+ 30.4	51,130,274	+ 50.0	5.90	550,648,002	34,085,522	4.22
Gulf + Western.....	6 mo 1/31	2,892,172,000	+ 15.2	131,720,000	+ 13.7	2.83	2,509,634,000	115,761,000	2.29
Harte-Hanks.....	3 mo 3/31	65,804,000	+ 28.0	3,651,000	+ 16.6	.39	51,393,000	3,131,000	.34
MovieLab.....	year 12/31/79	33,396,641	+ 13.7	1,896,450	+ 56.4	1.17	29,370,801	1,212,393	.75
Orrox.....	year 12/31/79	7,667,974	+ 96.6	1,380,615	+ 88.0	.80	3,898,731	734,178	.38
Outlet Co.....	year 1/31/80	313,051,000	+ 1.9	4,021,000	- 60.0	1.25	307,096,000	10,038,000	3.68
RSC Industries.....	year 12/31/79	9,827,439	+ 29.4	786,254	+ 80.0	.33	7,590,673	436,747	.18
Stauffer Communications.....	year 12/31/79	55,167,214	+ 11.7	4,161,534	+ 3.7	4.16	49,376,250	4,011,146	4.01
United Cable Television.....	9 mo 2/29	32,180,000	+ 49.4	4,616,000	+ 76.9	1.12	21,539,000	2,609,000	.64
Walt Disney Productions.....	6 mo 3/31	403,586,000	+ 18.2	58,666,000	+ 34.0	1.81	341,357,000	43,750,000	1.35

*For period from 3/23/79 (inception of Associated Communications) to 12/31/79.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses